The World's First Adjustable Flavor Cigarette.

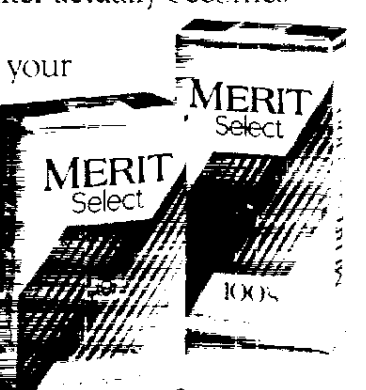
Merit Select. Now you can dial your own flavor.

Introducing the biggest technological breakthrough since 'Enriched Flavor'™ tobaccos: the FLAVOR CONTROL™ filter. It allows you to take the same cigarette from a richness you never expected in a low tar to the mildness of an ultra light. You choose your level, when you want.

LASER TECHNOLOGY RESPONSIBLE FOR SUCCESS.

Highly specialized laser beams pierce this new filter with such precision, the flavor levels are reduced or augmented depending on the way you twist it. Merit Select's exclusive filter actually becomes a controlling dial.

You can gauge your preference: as mild or as rich as a low tar cigarette can get, while you enjoy the 'Enriched Flavor'™ Merit's tobaccos can give.



A turning point in smoking-MERIT Select.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Maximum: 15 mg "tar," 1.0 mg nicotine; minimum: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/gryj0004